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20th CENTURY

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*Everbearing*

★ JAN 28 1957 ★

U. S. Department of Agriculture

STRAWBERRY

SPRING DELIVERY ONLY



Set in March—Producing in September

THE LATEST AND MOST  
SENSATIONAL MONEY  
MAKER IN SMALL FRUITS

*Tested and Protected*

Premiums On All Markets

PRODUCED BY

*Strawberry*KASUGA'S ~~ICHIGO~~ NURSERY

898 East 8600 South

~~Route 1, Box 611~~

Sandy, Utah

# A Berry which shows profit the first year!



20th Century Development Farm

**H**ERE is a berry which has been developed and tested over the entire nation for profits. It is the "20th Century Everbearing," the most sensational strawberry development of two decades. Developed by T. Kasuga, at the Kasuga Berry farm high in the Rockies, it has been tested in all sections of California, on the East Coast, in the balmy climate of the South, with unfailing results.

## Productivity

On the parent farm it has a high yield of 900 to 1500 cases (12 pint cups) per acre the *same* year it is planted. The second and third year the yield is even greater. And . . . mark this . . . on every market sold it commands a premium over all other varieties.

## Growth

Under favorable conditions the "20th Century" makes a vigorous growth of medium sized plants, all of which are heavy in production. The outstanding

### U. S. TESTED

Your variety (20th Century) is fruiting this year. Most everbearing sorts show up poorly this far south, but the 20th Century has fine quality and is among the best bearing berries here. —George M. Darrow, Senior Pomologist, U. S. Horticultural Station, Beltsville, Maryland.

## ACHIEVEMENTS

Bears crop first year planted. . . Commands premiums on all markets. . . Early crop in May and June. . . Late crop July 25 to freezing or rain rot in warmer climates. . . Never beaten in competition in any state or county fair. . . Has won first and sweepstakes in every Utah fair. . . All canned, preserved and jam winners for seven years at Utah State Fair made with 20th Century berries. . . Ships perfectly by rail and by truck. . . Requires only normal care.

feature of value to the grower is that it is one of the earliest of marketable varieties . . . and as an everbearing, lasts the longest. In California only rain rot can kill its marketability, in Utah, Michigan, Maryland, and Iowa only the frost beats it. It has been marketed as late as Thanksgiving from the parent farms in Utah, 4,800 feet above sea level.

## Qualities

The berry combines firmness and the quality and flavor of every competing berry and the productivity of the most fecund of all berries. It has withstood all tests.

## Protection

Every plant purchaser must sign an agreement to use the plant only for himself. Runners or plants may not be given or sold by other than the man who developed them. Exclusive use of the plant in any market territory must have been made by special arrangement with the grower.

### NEW . . . DIFFERENT

After 13 years experimentation, A. T. Kasuga's 20th Century is a sensation of the strawberry field. It is prolific, bears heavily, develops fine runners, has fine color, texture, taste. Has won every competition here. —Farm Editor, Salt Lake Tribune (70,000 circulation) in a city of 175,000 population

# CASH IN ON 13 YEARS OF SCIENTIFIC DEVELOPMENT





## PRICE LIST FOR PLANTS

Order Direct from Producer

*Strawberry*  
**KASUGA'S ICHIGO NURSERY**

~~R. F. D. No. 1, Box 611~~

Sandy, Utah

100 - 1000 Plants — \$5.00 hundred

10,000 Plants or more — \$2.50 hundred

1,000 - 10,000 Plants — \$3.00 hundred

(Prices are f.o.b. Sandy, Utah)

Payment of 25% or more must accompany  
the order, the balance will be C.O.D.

## A Tribute

"Plants set in March or early April (in Northern states) fill in a matted row by fall and fruit freely not only on original plants but the same year on second and third sets formed by runners. Field notes show yields regularly well over 1200 cases per acre. A valuable spring crop is borne by June. Trials have been made by stations in Midwest and Eastern states. Much better than the Mastodon and appreciably better than the Berri Supreme.

—FRANCIS M. COE,  
Utah State A. C. Station  
In the "Utah Farmer."

"Not a farmer, but a Victory Gardener, I picked 20th Century berries in my own back yard late in November in a climate and altitude 4,700 above the sea, which is the greatest performance I have ever seen in any strawberry."

—STEPHEN J. MALONEY, Deceased,  
Former Publicity Director  
Chamber of Commerce, Salt Lake City

## Information Available on Planting and Handling

Make all Checks, Money Orders Payable to

*Strawberry*  
**KASUGA'S ICHIGO NURSERY**

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Sandy, Utah

Reference: First National Bank, Murray, Utah